

Dear Public Service Director:

Millions of children in the United States don't have health coverage. As a result, it may be difficult or impossible for them to get the routine preventive care that keeps them healthy or access to the care they need if they get sick or injured. But, the majority of the nation's uninsured children are eligible for free or low-cost health coverage through their state Medicaid or Children's Health Insurance Program (CHIP). They can apply for the comprehensive benefits these programs provide at any time, and now the enrollment process is faster.

Help us reach eligible children by airing these public service announcements (PSA) to inform parents and caretakers about the availability and benefits of health insurance, and how to get children covered. While over 93 percent of all eligible children are enrolled in Medicaid and CHIP, there are still 2 million children estimated to be eligible but not yet enrolled. We can do more to reach these children and ensure they receive the health coverage they need to stay healthy.

The Connecting Kids to Coverage National Campaign, an initiative of the U.S. Department of Health & Human Services' Centers for Medicare & Medicaid Services is increasing awareness about Medicaid and CHIP and how eligible children and their parents can enroll. Children in a family of 4 earning up to \$50,000 a year or more may qualify. Benefits include regular check-ups, immunizations, doctor and dental visits, hospital care, mental health services, prescriptions, and more. Children and teens can apply for Medicaid and CHIP year-round. Parents may also be eligible for Medicaid. And even if they have applied for free or low-cost health coverage before and were denied, both parents and their children may now be eligible as rules and requirements may have changed.

We hope that you will use our Campaign PSA, "Covered," to inform families in your community and motivate them to apply. The 60-second radio and 30-second TV PSAs are available in English and Spanish. The PSA features "kids being kids" and lets their parents know that Medicaid and CHIP health coverage will help keep their children healthy and safe.

To download the "Covered" PSA please visit www.psaroom.com/connectingkidstocoverage; or if you would like to request a hard copy please contact PSAS@multivu.com.

We can also provide digital creative, such as web banners, web buttons, and Facebook and Twitter graphics, should you be interested in using such materials on your website or on social media. We thank you in advance for spreading the word about these critical programs and the impact they have on the health of children and families. By helping children get the health care coverage they need to get healthy and stay healthy, we can help ensure they are able to fully participate and succeed in school and in their extra-curricular activities.

If you have any questions, or need additional information, please contact Centers for Medicare & Medicaid Services' Media Relations Group at (202) 690-6145 or press@cms.hhs.gov. For more information about the Campaign, go to InsureKidsNow.gov.

****Please Note: These PSAs must be on donated or free airtime; they cannot run on any paid media or be used as paid commercials. The PSAs should not be used beyond June 12, 2020.****